

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-20 (cancelled).

21. (previously presented): A method for performing a search of network accessible content, the method comprising:

receiving a query;

~~accessing data stored in an electronic data store containing geographic data obtained by automatically traversing a network, extracting the geographic data from web documents across the network and associating the geographic data and a business category code based on at least data associated with a document published by a source and data in a database;~~

accessing data stored in an electronic data store containing at least web page identifying information and business category code information corresponding to the web page identifying information, at least some of the data being obtained by automatically traversing a network of web documents, extracting geographic data associated with the web documents, and identifying business category code information based on at least the extracted geographic data;

searching the data stored in the electronic data store based on information provided with respect for a match to the query; and

returning a result to the query based on data stored in the data store that is identified incident to the searching.

22. (new): The method as in claim 21 wherein the geographic data includes a zip code.

23. (new): The method as in claim 21 wherein the geographic data includes local area exchange information.

24. (new): The method as in claim 23 wherein the local area exchange information includes an area code.

25. (new): The method as in claim 21 wherein the geographic data includes a city and a state.

26. (new): The method as in claim 21 wherein the source includes uniform resource locators.

27. (new): The method as in claim 21 further comprising:
automatically traversing the network to identify the geographic data;
associating the geographic data and the business category code with the source; and
storing the geographic data, the business category code and the associated source in the electronic data store.

28. (new): The method as in claim 21 wherein the business category code is configured to support a search.

29. (new): A computer program stored on a computer readable medium or a propagated signal for performing a search of network accessible content, the computer program comprising:
a receiving code segment that causes a computer to receive a query;
an accessing code segment that causes the computer to access data stored in an electronic data store containing at least web page identifying information and business category code information corresponding to the web page identifying information, at least some of the data being obtained by automatically traversing a network of web documents, extracting geographic data associated with the web documents, and identifying business category code information based on at least the extracted geographic data;

a searching code segment that causes the computer to search data stored in the electronic data store based on information provided with respect to the query; and

a result code segment that causes the computer to return a result to the query based on data stored in the data store that is identified incident to the searching.

30. (new): The computer program of claim 29 wherein the geographic data includes a zip code.

31. (new): The computer program of claim 29 wherein the geographic data includes local area exchange information.

32. (new): The computer program of claim 31 wherein the local area exchange information includes an area code.

33. (new): The computer program of claim 29 wherein the geographic data includes a city and a state.

34. (new): The computer program of claim 29 wherein the source includes uniform resource locators.

35. (new): The computer program of claim 29 further comprising:
a traversing code segment that causes the computer to automatically traverse the network to identify the geographic data;
an associating code segment that causes the computer to associate the geographic data and the business category code with the source; and
a storing code segment that causes the computer to store the geographic data, the business category code and the associated source in the electronic data store.

36. (new): The computer program of claim 29 wherein the business category code is configured to support a search.

37. (new): A system for performing a search of network accessible content, the system comprising:

means for receiving a query;

means for accessing data stored in an electronic data store containing at least web page identifying information and business category code information corresponding to the web page identifying information, at least some of the data being obtained by automatically traversing a network of web documents, extracting geographic data associated with the web documents, and identifying business category code information based on at least the extracted geographic data;

means for searching data stored in the electronic data store based on information provided with respect to the query; and

means for returning a result to the query based on data stored in the data store that is identified incident to the searching.

38. (new): A method for performing a search of network accessible content, the method comprising:

receiving a query;

accessing data stored in an electronic data store containing geographic data obtained by automatically traversing a network, extracting the geographic data from web documents across the network and associating the geographic data and a business category code with a source based at least in part on a comparison between the geographic data extracted from the web documents and data contained in a database;

searching data stored in the electronic data store based on information provided with respect to the query; and

returning a result to the query based on data stored in the data store that is identified incident to the searching.

39. (new): A method of indexing content on a network, the method comprising:
traversing the network to identify content associated with a uniform resource locator;
extracting geographic data from the content associated with the identified uniform
resource locator without manual user intervention;
assigning a business category code to the uniform resource locator based on whether the
extracted geographic data matches with data contained in a database; and
indexing the identified uniform resource locator and the assigned business category code
in an electronic data store.

40. (new): The method of claim 39 further comprising indexing the associated
geographic data with at least one of the identified uniform resource locator and the assigned
business category code.